

THE BOSTON STORE, NORWICH, CONN.

A Sale Extraordinary

SPRING PRICES WILL BE LOWER THAN
THOSE OF THE PAST FALL.
THESE SALE PRICES ARE LOWER THAN
THOSE FOR THE COMING SPRING.

THE BOSTON STORE'S NEW DEAL

A STUPENDOUS CLEARANCE AT A BIG SACRIFICE — WE'RE GOING TO BEGIN AGAIN

The Sale Begins Tuesday Morning, January 4th

We intend to get rid of the biggest stock of fine merchandise we have ever owned, that we may start our new year with a clean slate. Within the last month or two selling conditions have changed so greatly that we feel a drastic price-cutting and house-cleaning is necessary.

WE HAVE ANTICIPATED THE LOWER SPRING PRICES — BUY NOW!

Toilet Preparations and Sundries

WAMPOLE'S COD LIVER OIL
SALE PRICE 65c

FATHER JOHN'S MEDICINE—
Small—SALE PRICE 50c
Large—SALE PRICE 90c

PARRON'S HOUSEHOLD
AMMONIA
Small—SALE PRICE 15c
Medium—SALE PRICE 20c
Large—SALE PRICE 30c

SHAVING BRUSHES
Formerly 35c—SALE PRICE 31c
Formerly 50c—SALE PRICE 43c
Formerly 75c—SALE PRICE 65c
Formerly 1.25—SALE PRICE 1.00

EXTRA VALUES IN TOOTH
BRUSHES—AT 25c, 30c, 35c, 50c

75c HAIRBRUSHES—
SALE PRICE 65c

25c HANDS CRUBS—
SALE PRICE 21c

50c HANDS CRUBS—
SALE PRICE 22c

DICKINSON'S WITCH HAZEL
Formerly 50c—SALE PRICE 21c
Formerly 75c—SALE PRICE 42c

50c WHITE IVORY COMBS—
SALE PRICE 31c

12 1/2c LILAC ROSE SOAP—
SALE PRICE 10c

30c GOBLIN HAND SOAP—
SALE PRICE 7c

10c OLIVIO SOAP—
SALE PRICE 8c

PALMOLIVE SOAP—
SALE PRICE 9c

17c ARMOUR'S BATH SOAP—
SALE PRICE 13c

15c JERGEN'S BATH SOAP—
SALE PRICE 12c

12 1/2c JERGEN'S VIOLET SOAP—
SALE PRICE 11c

47 1/2c GUEST SOAP—
SALE PRICE 8c

10c BABY CASTILE—
SALE PRICE 8c

20c LACO CASTILE—
SALE PRICE 17c

"SAFETEE" SHAVING
PREPARATIONS
55c Stick—SALE PRICE 25c
55c Powder—SALE PRICE 25c
55c Cream—SALE PRICE 25c

Small Wares and Notions

SEW ON HOSE SUPPORTERS
Former price 25c—SALE PRICE 21c
Former price 30c—SALE PRICE 25c
Former price 35c—SALE PRICE 29c

W-N BIAS SEAM TAPE—White
Tape in sizes 3, 4 and 5. Former
price 20c—SALE PRICE 15c

BLACK OR WHITE DARNING
COTTON
Former price 5c—SALE PRICE 4c
Former price 8c—SALE PRICE 6c
Former price 10c—SALE PRICE 7c

COLLAR BANDS in all sizes. Formerly 12 1/2c—SALE PRICE 10c

45c BARBOUR'S LINEN THREAD
SALE PRICE 35c

17c SHAMROCK LINEN THREAD
SALE PRICE 7c

ALLIANCE, DELONG AND WIL-
SON SNAP FASTENERS. Formerly sold for 10c a card—
SALE PRICE 7c

ALLIANCE HOOKS AND EYES—
Formerly 12 1/2c—SALE PRICE 10c
Formerly 10c—SALE PRICE 8c

COMMON PINS—200 Count—
SALE PRICE 2 FOR 5c

COMMON PINS
Formerly 5c—SALE PRICE 4c
Formerly 10c—SALE PRICE 8c
Formerly 12 1/2c—SALE PRICE 10c
Formerly 15c—SALE PRICE 13c
Formerly 20c—SALE PRICE 15c

LADY Dainty LINGERIE TAPE
—Formerly 15c—SALE PRICE 15c

SKIRT BELTING
Formerly 12c—SALE PRICE 10c
Formerly 15c—SALE PRICE 12c

HAIR PIN CABINETS—With in-
visible regular pins—
Formerly 5c—SALE PRICE 4c
Formerly 10c—SALE PRICE 8c
Formerly 12 1/2c—SALE PRICE 10c
Formerly 15c—SALE PRICE 12c

COATS' MERCERIZED THREAD
in black, white or colors. Formerly
10c—SALE PRICE 7c

15c SUNSET SOAP DYES—
SALE PRICE 12 1/2c

10c TWINK PLAKE DYES—
SALE PRICE 8c

Women's Shopping Bags, Purses, Etc.

LEATHERETTE SHOPPING
BAGS
Former price 50c—SALE PRICE 43c
Former price 80c—SALE PRICE 75c
Former price 95c—SALE PRICE 83c
Former price 1.25—SALE PRICE 95c
Former price 1.50—SALE PRICE 1.25
Former price 1.75—SALE PRICE 1.50
Former price 1.95—SALE PRICE 1.67
Former price 2.50—SALE PRICE 2.19
Former price 3.50—SALE PRICE 3.19
Former price 5.50—SALE PRICE 4.75

50c STRING SHOPPING BAGS—
SALE PRICE 30c

STRAP PURSES OF LATEST
STYLES
Former price 60c—SALE PRICE 50c
Former price 1.00—SALE PRICE 75c
Former price 1.25—SALE PRICE 95c
Former price 1.50—SALE PRICE 1.25
Former price 1.75—SALE PRICE 1.49
Former price 1.95—SALE PRICE 1.67
Former price 2.25—SALE PRICE 1.98
Former price 2.50—SALE PRICE 2.19
Former price 3.95—SALE PRICE 3.39

A LINE OF VELVET HANDBAGS
OF REAL BEAUTY
AT REDUCED PRICES
Former price 5.95—SALE PRICE 4.50
Former price 6.50—SALE PRICE 4.98
Former price 6.95—SALE PRICE 5.50
Former price 7.50—SALE PRICE 5.98

ALL HIGHER PRICED BAGS
REDUCED PROPORTIONATELY

The Boston Store's Men's Shop

Remarkable Subtractions From the Cost of Living

MERCERIZED COTTON SOCKS—Black and
colors. Were 25c a pair—SALE PRICE 21c

NEVERTEAR SOCKS—Former price 30c.
Black or colors—SALE PRICE 25c

LION BRAND MERCERIZED SOCKS—
Gauze and medium-weight Mercerized Lisle
Socks, formerly sold for 50c. Black and
colors—SALE PRICE 45c

SHAWKNIT SILK PLATED SOCKS—Per-
former price 75c. Black and colors—SALE
PRICE 62c

PURE THREAD SILK SOCKS—Seamless or
fashioned styles, in black and colors—
Formerly 1.25—SALE PRICE 85c
Formerly 1.75—SALE PRICE 1.15

WOOL AND CASHMERE SOCKS—Formerly
sold for 1.00. Shown in heather mix-
tures, blue and gray—SALE PRICE 49c

CONTOCOOL WOOL SOCKS—In all colors.
Former price 42c—SALE PRICE 29c

ENGLISH ALL WOOL SPORT SOCKS—
Handsome heather mixtures, in a sporty
knit. Former price 1.45—SALE PRICE 95c

HEAVY RIBBED ECRU UNDERWEAR—A
Former price 1.25 a garment—SALE PRICE 87c

FLEECE LINED UNDERWEAR—A heavy
weight underwear, formerly sold for 1.50
a garment—SALE PRICE 1.15

WINSTED WOOL UNDERWEAR
Former price 2.25—SALE PRICE 1.85
Former price 3.00—SALE PRICE 2.45

HEAVY RIBBED COTTON UNION SUITS
—Ecrú in color, all sizes, and formerly sold
for \$2.25 a suit—SALE PRICE 1.69

OUTING FLANNEL PAJAMAS
Formerly \$3.50—SALE PRICE \$1.98

OUTING FLANNEL NIGHT SHIRTS
Formerly \$2.25—SALE PRICE \$1.75

NEGLIGEE SHIRTS which we have sold as
high as \$2.00. Cost style, with soft cuff,
and made of a good Percale—SALE PRICE 89c

MADRAS AND FRENCH PERCALE
SHIRTS which have been selling for \$2.50
—SALE PRICE 1.35

WOVEN MADRAS SHIRTS, in good color-
ings, and some very attractive patterns,
former price \$3.50—SALE PRICE 1.89

SILK FOUR-IN-HANDS, in a large as-
sortment of colors and designs—formerly
1.00—SALE PRICE 35c—3 FOR 1.00

SILK FOUR-IN-HANDS which have been
selling as high as \$1.50—SALE PRICE 59c

SILK FOUR-IN-HANDS, in values all the
way up to \$2.50. A big assortment—SALE
PRICE 89c

SILK KNITTED FOUR-IN-HANDS. We
have been selling these ties for \$2.00. A
wonderful bargain—SALE PRICE 55c

ALL WOOL ANGORA MUFFLERS—Formerly
sold at \$3.50—SALE PRICE 2.85

SILK KNITTED MUFFLERS—Handsome
Mufflers which we have been selling for
\$4.00—SALE PRICE 2.85

MEN'S WINTER GLOVES AND MITTENS
REDUCED 20 PER CENT.

MEN'S WOOL FLANNEL SHIRTS
REDUCED 30 PER CENT.

BLUE CHAMBRAY WORK SHIRTS, of the
regular \$1.50 grade. All sizes up to 17—
SALE PRICE 95c

DRAPERIES AND FLOOR COVERINGS

At Prices Which Are Reduced to the Limit

We want to make a clean-up in this stock, so that with the Spring we may come out with completely new lines. These prices should go a long way toward making this Sale the biggest we have ever had.

QUAKER NET CURTAINS
Filet and Craft Nets—2 1/2 Yards Long
Formerly \$10.00—SALE PRICE \$5.49
Formerly \$5.00—SALE PRICE \$5.19
Formerly \$7.00—SALE PRICE \$4.89
Formerly \$8.00—SALE PRICE \$5.39
Formerly \$4.00—SALE PRICE \$3.19
Formerly \$3.00—SALE PRICE \$2.19

ODD PAIRS AT HALF-PRICE

QUAKER FILET NET BY THE YARD
Former price 95c—SALE PRICE 60c
Former price 75c—SALE PRICE 50c
Former price 55c—SALE PRICE 40c

SCRIM AND MARQUETTE CURTAINS
Former price \$4.50—SALE PRICE \$3.00
Former price \$6.50—SALE PRICE \$4.39
Former price \$8.00—SALE PRICE \$5.39
Former price \$10.00—SALE PRICE \$6.19

SCRIM AND MARQUETTES BY THE YARD
Former price 25c—SALE PRICE 18c
Former price 30c—SALE PRICE 25c
Former price 50c—SALE PRICE 39c
Former price 65c—SALE PRICE 47c
Former price 75c—SALE PRICE 55c
Former price 85c—SALE PRICE 59c

ALL OF OUR CRETONNES—30c to 1.39
JUST HALF-PRICE

REPPES, TAPESTRIES, VELOURS, ETC.
REDUCED TWENTY-FIVE PER CENT.

OUR ENTIRE STOCK OF TRUNKS, BAGS AND SUIT CASES
TO BE SOLD AT A 25% REDUCTION

CONGOLEUM—(Gold Seal) Rugs. Size
9 by 12, in dining-room, and bedroom de-
signs—formerly \$19.00—SALE PRICE 15.00

CONGOLEUM BY THE YARD—Two or
three-yard widths, and sold formerly for
95c a square yard—SALE PRICE 75c

INLAID LINOLEUM—Granite and block de-
signs, in good colorings. All two yards wide.
Former price \$2.50 a square yard—SALE
PRICE 1.87

PRINTED CORK LINOLEUM—Regular
price 1.25 a square yard. Excellent designs
and colorings—SALE PRICE 95c

DELTOX GRASS RUGS—27 by 54—Former
price \$2.75—SALE PRICE 1.49

CONGOLEUM TEXTOLEUM AND RING-
WALT'S, in pieces from 4 to 12 square yards.
Regular prices 85c and 95c—SALE PRICE 50c

GRANITE INLAID LINOLEUM, in pieces
from 4 to 12 square yards. Former price
\$2.50—SALE PRICE 1.25

LOG CABIN COLONIAL RAG RUGS
30 by 60—formerly \$3.50—SALE PRICE 2.50
35 by 72—formerly \$4.50—SALE PRICE 3.19

BON TON RUGS FOR BEDROOMS
Heavy wool-faced rugs with fibre back. Plain
colors with border—
Formerly \$25.00—SALE PRICE 18.00
Formerly \$22.50—SALE PRICE 16.00
Formerly \$18.00—SALE PRICE 14.00

AXMINSTER RUGS—9 by 12—formerly
\$35.00—SALE PRICE 26.00
13 by 10 1/2—formerly \$55.00—SALE PRICE 39.00

Fine Muslin Underwear

MUSLIN NIGHT ROBES—Many
pretty gowns which we have been
selling for \$2.25 will be found in
this lot. Some are low neck with
short sleeves, others are sleeveless
and there are some tailored models
SALE PRICE \$1.75

MUSLIN NIGHT ROBES—Night
up until the sale the \$2.50 price has
been maintained on this lot, which
includes various models, all of
which are most attractive—
SALE PRICE \$2.00

MUSLIN ROBES OF BETTER
GRADE—They have been selling at
\$3.50 and \$3.85, and we have in-
cluded every one we have at these
prices. A good assortment for your
choice—
SALE PRICE \$2.98

ENVELOPE CHEMISES—Round
neck or bodice style Chemises which
we sell at \$1.15 and \$1.39. You will
find the qualities excellent—
SALE PRICE 95c

ENVELOPE CHEMISES—Values
up to \$2.00 have been grouped a
this price and the selection is ex-
cellent—all of the newer styles be-
ing represented—
SALE PRICE \$1.25

ENVELOPE CHEMISES—Round
and bodice styles in values as high
as \$3.50 have all been marked down
to the one low price—
SALE PRICE \$2.00

\$1.49 MUSLIN NIGHT GOWNS—
Variouly trimmed and of good
quality—SALE PRICE 75c

FLANNEL NIGHT GOWNS with
high necks and long sleeves and
daintily trimmed. Formerly \$2.00—
SALE PRICE \$1.00

\$2.98 OUTING FLANNEL NIGHT
ROBES—Either white or colors—
SALE PRICE \$2.25

\$2.00 MUSLIN NIGHT ROBES—
SALE PRICE \$1.50

Fine Stationery

FINE BOXED WRITING PAPER—
Each box contains 24 sheets of pa-
per and 24 envelopes to match—
Former price 30c—SALE PRICE 25c
Former price 35c—SALE PRICE 29c
Former price 50c—SALE PRICE 40c
Former price 65c—SALE PRICE 52c
Former price 85c—SALE PRICE 70c

ALL STATIONERY FORMERLY
SOLD FOR MORE THAN 85c A
BOX HAS BEEN REDUCED PRO-
PORTIONATELY.

ENVELOPES—25 to a package, and
formerly sold for 15c—
SALE PRICE 10c

PLYMOUTH ENVELOPES—For-
mer price 20c—SALE PRICE 15c

WRITING TABLETS
Former price 50c—SALE PRICE 40c
Former price 10c—SALE PRICE 7c
Former price 17c—SALE PRICE 12 1/2c

SAFETY INKSTANDS—
SALE PRICE 21c

Infants' and Children's Wear

SUITS FOR BOYS—One or two-
piece suits for boys from 2 to 6
years of age. Values from \$2.25 to
\$2.95—
SALE PRICE \$1.75

BOYS' SUITS—Ages 2 to 6. For-
mer prices from \$2.50 to \$4.95—
SALE PRICE \$2.75

\$1.50 ROMPERS—in crepe or
straight leg models—
SALE PRICE 75c

CHAMBRAY AND GINGHAM
DRESSES—Pretty plaids, checks
and stripes, in values all the way
from \$2.25 to \$2.50. Ages 2 to 6
years—SALE PRICE \$1.50

DRESSES OF ALL KINDS—in
ages from 2 to 6, which have been
selling from \$1.95 to \$5.95—
SALE PRICE \$2.95

Kitchenware Department

LENOX SOAP—5 CAKES FOR 50c

HEAVY WOVEN FLOOR CLOTHS
—Formerly 25c a piece. Size 19 by
72—SALE PRICE 19c

LAP BOARDS FOR THE HOME
DRESSMAKER—Regular price
\$1.00—SALE PRICE 25c

LAUNDRY BASKETS WITH
HANDLES—Size 25 by 13 by 8
inches. Former price 75c—
SALE PRICE 59c

PLAIN TUMBLERS—Lead blown
tumblers, which we have been sell-
ing for \$1.00 a dozen—
SALE PRICE 77c

HEAVY ENAMELED TEA POTS
—Two-quart Tea Pots which we
have been selling for 95c—
SALE PRICE 65c

Three-quart size formerly \$1.35—
SALE PRICE 85c

OIL HEATERS—Black japanned
finish. Former price \$7.50—
SALE PRICE \$6.79

OIL HEATERS—Nickel finish.
sold regularly for \$3.00—
SALE PRICE \$2.89

WINDOW VENTILATORS—The
Continental sanitary Ventilators
which we have been selling for 90c—
SALE PRICE 79c

Corsets and Aprons

REGULAR \$6.50 NEMO CORSETS
—The self-reducing model with
medium high bust and long hip.
Sizes 24 to 36—SALE PRICE \$5.00

PERCALE APRONS—A large as-
sortment of styles in these attrac-
tive \$2c Aprons. All a smart fitted
style of medium length—
SALE PRICE 35c

\$1.35 BUNGALOW APRONS—A
loose-fitting style with belt, in pre-
tily percales of good quality—
SALE PRICE 15c

Lace and Embroidery Dept

ONE LOT OF DRAPE VEILS—We
have been selling these for \$1.50—
SALE PRICE \$1.25

VEILING BY THE YARD—A
quality which we have been selling
for 50c a yard. We have it in
taupe, brown, black and navy—
SALE PRICE 39c

REGULAR 25c VEILING—
SALE PRICE 15c

18 INCH CORSET COVER EM-
BROIDERY—Sold formerly for 30c
a yard—SALE PRICE 25c

Art Goods Department

Everything in the
Department

REDUCED 25%

When we say everything we mean
just that. Nothing has been reserv-
ed. You will find yards of all kinds
—pieces for embroidery—Silks—
Flowers, and all embroidery mater-
ials—Scarfs, Runners and Centers
of all kinds—Kilt Slippers—in fact
a very large stock of all the pretty
things that a department of this
kind should have—

Everything Reduced 25%

All Jewelry

Bar Pins, Cuff Pins, Cuff Links,
Brooches, Baby Pins, Etc.—Pearl
Beads and a beautiful assortment
of Crucifixes in old gold or French
gray—
REDUCED ONE-THIRD

OUR ENTIRE STOCK OF BAG
TOPS IN ALL THE WANTED
STYLES AND FINISHES—
ONE-HALF THE FORMER PRICE

Mirror Candies

HARD CANDIES IN JARS
ASSORTED CHOCOLATES IN
BOXES
AT LOWEST SALE PRICES

The Boston Store
Norwich, Conn.

The Boston Store
Norwich, Conn.